

# Exhibitor, Advertiser & Sponsor Prospectus

Connect with the key decision-makers of the California charter school movement



2019  
**CONFERENCE**  
*california charter schools leadership update*

**December 2-3, 2019**

Anaheim Marriott | Anaheim, CA

Early Registration Deadline:

**July 31, 2019**

Regular Registration Deadline:

**November 1, 2019**

[chartercenter.org/conference](http://chartercenter.org/conference)



**CHARTER SCHOOLS  
DEVELOPMENT CENTER**

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## About CSDC

**We are the nation's longest-running, most experienced charter school support and advocacy organization.**

In 1989, our Executive Director, Eric Premack, helped introduce the charter school concept to California, founding CSDC in the process. CSDC helped write California's first charter laws in 1992—and we have been hard at work ever since.

**We develop effective charter schools and leaders.**

In addition to being an effective advocate at the Capitol, we continue to spend much of our efforts doing what we have defined and refined for the past 27 years: training charter leaders of all types, including school principals and administrators via our annual Leadership Intensive, charter finance professionals through our Charter Business Officer Training program, and board members through our Governance Academy.

**We serve hundreds of California charter schools and CMOs through our membership program.**

Hundreds of California's active charter schools, charter management organizations, and school developers from across the state have joined our organization to receive the ongoing operational support we provide, including tools and resources, individualized technical assistance, and trainings.

# About Charter Schools

## What is a charter school?

A charter school is a type of public school that is permitted a degree of instructional and operational flexibility in exchange for successfully fulfilling the terms set forth in the school's charter document. Charter schools offer communities an educational option that may not be available to them in the traditional model. Charter schools are funded through state and federal funds and do not charge tuition.

## What is the size of California's charter school movement?

Dating back to the inception of charter schools in California in 1992, the growth of charter schools has continued apace, increasing every year for over 25 years. During the most recent 2018-19 school year, California had over 1,300 active charter schools serving over an estimated 630,000 students.

## How does California fit within the national charter movement?

The charter school movement in California is larger than that of any other state, ranking first in terms of the number of active charter schools and students enrolled, and comprising nearly 20% of total charter schools in the United States. 43 states currently have charter schools, comprising 7,000+ total charter schools which serve over 3.2 million students.

## My company sells to traditional schools.

### What's different about selling to charter schools?

Relative to traditional schools, selling to charters is often different in that charter schools possess fewer layers of decision-making authority, can make faster programmatic changes, and are typically more amendable to innovative products and solutions. Charter school leaders are often hungry for improvement and change, and have the freedom to regularly reassess the various relationships and agreements they are engaged in with other organizations.



Active California Charter Schools : 1993 to 2019

# The Conference



## PURPOSE

Scheduled to coincide with California's annual policy-making cycle, CSDC's conference is an annual gathering of 1,200+ charter school directors, CFOs, board members, and other key personnel who gather to receive timely updates on the critical issues facing their charter schools. CSDC's focus on charter leadership and offering of various at-event in-depth trainings has made our annual conference a must-attend event by California's charter school leaders and developers.

## HISTORY & EVOLUTION

Over 20 years ago, this conference began as a single-session, one-day workshop in which CSDC's Executive Director, Eric Premack, provided a comprehensive fiscal and policy update to school leaders across the state. As the workshop quickly gained in popularity, so, too, did the size and complexity of the California charter school movement. In response, we gradually added more features and sessions, increasing the event's appeal to a broader management audience comprising not only of school directors but also CFOs, COOs, board members, lead teachers, and developers.

## FORMAT & FEATURES

The first day of this two-day event offers attendees a selection of extended workshops, conference keynotes, and dedicated time to interact with exhibitors. On the evening of the first day, we host a cocktail reception for all attendees. *This year, Cocktail Reception Sponsors may host an exhibitor table within the reception space (limit 3).* Find out more on page 16. The second day offers attendees 75+ breakout sessions to select from, and exhibitor activities and networking opportunities are interspersed throughout the day.



## STATEWIDE AUDIENCE

With over 1,200 attendees registered for last year's event in San Francisco, we have built a truly statewide audience. Our members are represented throughout the state, and we have consistently rotated this event between Northern and Southern California locations, including cities such as Anaheim, Berkeley, Long Beach, Sacramento, Santa Rosa, San Diego, and San Francisco.

# Who Attends?

## ■ CHARTER SCHOOL AND CMO ADMINISTRATORS

School leaders from charter schools and charter management organizations (CMOs) attend the conference to learn practical tips and strategies for effectively operating and managing their schools. These individuals carry titles such as Executive Director, Principal, Regional Director, Assistant Principal, COO, Operations Director, CFO, Fiscal Manager, Business Manager, and other school leadership positions.

## ■ CHARTER AUTHORIZER REPRESENTATIVES

Charter school liaisons from school district offices and county offices of education attend the conference to learn best ways to monitor and support their authorized charter schools. The conference is also a unique opportunity for authorizers to share innovative practices and network with the charter community.

## ■ GOVERNING BOARD MEMBERS

Charter school board members, including community leaders and parent representatives, attend the conference to stay up-to-date on current regulations and improve their oversight practices.

## ■ CHARTER SCHOOL DEVELOPERS

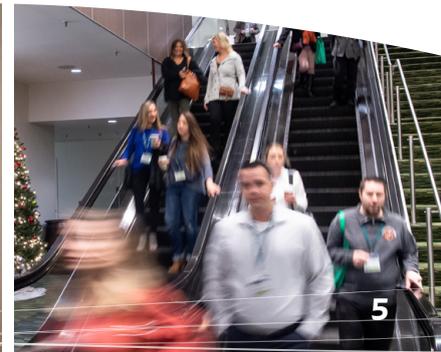
Those seeking to start new charter schools have found the conference to be a great place to learn from CSDC's decades-long experience and connect with colleagues and services providers.

## ■ INSTRUCTIONAL LEADERS

Instructional leaders attend our conference to fulfill professional development interests through our extended workshops and diverse selection of breakout sessions. This conference is a great opportunity for instructional staff to network with and learn from fellow charter leaders.

## ■ CHARTER SCHOOL SERVICE PROVIDERS

Service providers connect with charter school attendees throughout the conference by exhibiting, advertising, and sponsoring.

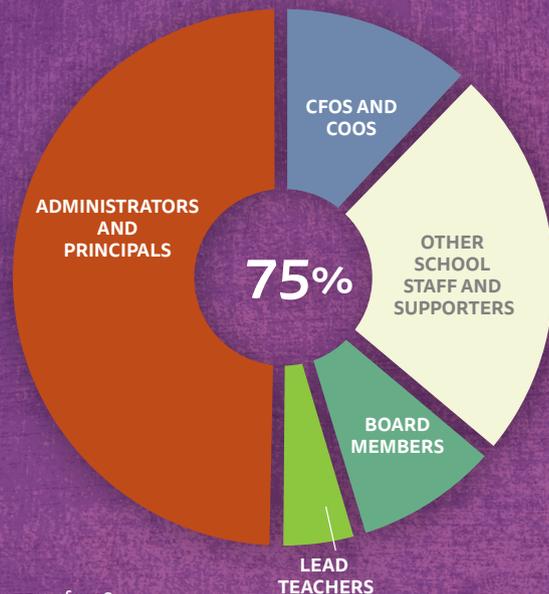


# Figures

## from the 2018 Conference

Last year's conference was hosted at the Marriott Marquis in San Francisco. Learn about who attended.

### PERCENTAGE OF DECISION-MAKERS



Approximately 75% of 2018 conference registrants were key decision makers at their charter schools, including such roles as administrators and principals (49%), CFOs and COOs (12%), governing board members (9%), and lead teachers (5%).

### REGISTRANTS

# 1,244

Last year's conference was our biggest yet, with 1,244 charter school administrators, CBOs, COOs, board members, and supporters registering for the event in San Francisco.

### MEMBERS

# 87%

87% of our conference attendees representing charter schools, management organizations, authorizers, and development groups, are CSDC Members. Our event reaches both long-time supporters and those new to our efforts.

### EXHIBITORS

# 80

80 total exhibitor groups were in attendance. Exhibitor attendees in 2018 represented 36% silver-level exhibitors, 58% gold-level exhibitors, and 6% platinum-level exhibitors.

# Why Exhibit?

1

**You'll connect with the key decision-makers of the California charter school movement.**

This event primarily attracts California charter schools' key decision-makers—principals, directors, and governing board members—who have significant control over their schools' budgets and view this conference as an opportunity to shop and compare.

3

**You'll meet charter school leaders whom you may not be reaching through other channels.**

While some school leaders have the flexibility in their schedules to attend several conferences throughout the year, many school leaders opt to attend only one, which, amongst our hundreds of member schools, tends to be this particular conference.

2

**You'll have great visibility: 104-table maximum with dedicated exhibitor time.**

With a maximum of 104 tables, this event boasts one of the higher attendee-to-exhibitor ratios you'll find at a conference of a similar size. We also hold several opportunities for dedicated exhibitor time during which no other concurrent programming is scheduled.

4

**You'll reach 10,000+ school leaders through our pre-event marketing.**

CSDC offers ways to engage conference attendees before, during, and after the conference. Consider advertising in our pre-event email marketing campaigns, which will be distributed to over 10,000 recipients, as well as our social media campaigns which access thousands of additional educational leaders across the nation. See page 9.

# Pricing

EXHIBITOR & ADVERTISER OPTIONS		EARLY* JULY 31, 2019	REGULAR NOV. 16, 2019
<b>EXHIBITING</b> Exhibitors have a table plus additional benefits, depending upon level selected. (See pages 9-15.)	<b>SILVER</b> The standard exhibitor option.	\$1,995	\$2,750
	<b>GOLD</b> Increase exposure with numerous bundled benefits.	\$2,995	\$3,750
	<b>PLATINUM</b> Set your company apart and gain the highest level of exposure with new great options this year!	\$7,995	\$8,750
<b>ADVERTISING OPPORTUNITIES</b> Advertisers do not have a table at the conference.	Prices starting at \$1,000. (See pages 13-14.)		
<b>SPONSORSHIP OPPORTUNITIES</b>	CSDC is pleased to provide additional opportunities to engage attendees, whether your company will be present at the conference or not. Prices starting at \$2,500. (See page 16.)		

\* PLEASE NOTE THAT SOME BENEFITS ARE NOT AVAILABLE AFTER THE JULY 31 EARLY REGISTRATION DEADLINE.

## Benefits

We've created a side-by-side comparison of the different exhibitor and advertiser options, organizing the benefits of each into the following categories:

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## Save \$250

CSDC Vendor Members save \$250 on their conference exhibitor registration fees. Learn more about this and other benefits of CSDC Vendor members at [chartercenter.org/vendor-membership](http://chartercenter.org/vendor-membership).



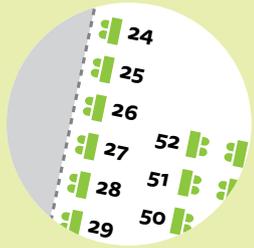
**Reach 10,000+ school leaders via our conference pre-event marketing efforts via email and social media.**

All conference exhibitors will be noted on our conference website and event app and announced via email to our mailing lists. Further showcase your organization to over 10,000 charter school leaders in our **exhibitor showcase campaign**, featuring a dedicated marketing piece for your company. Contact CSDC for more information.

CSDC enables conference exhibitors and advertisers to join in CSDC’s email and social media marketing efforts, giving your company the opportunity to reach the thousands of charter school contacts we have amassed over our several decades of operation.

BENEFITS: PRE-EVENT MARKETING	EXHIBITING		
	Silver	Gold	Platinum
Exhibitors have a table plus additional benefits, depending upon level selected.			
<b>Listing in email to CSDC’s mailing list</b>	✓	✓	✓
<b>Listing on conference website</b>	✓	✓	✓
<b>Pre-event exhibitor showcase campaign</b> Featured paragraph (150-word maximum) about your organization and its commitment to the charter school movement with logo.	+	+	✓
	\$1,500	\$1,500	

✓ Included in package (see page 8)    + Available for upgrade



**View the live exhibitor map.**

Please visit [chartercenter.org/exbtr-map](http://chartercenter.org/exbtr-map) to view a diagram of the exhibitor areas and to see which tables are still available.

**104.** That's the total number of tables available at this year's conference, making this event's attendee-to-exhibitor ratio among the highest you'll find at an educational conference of a similar size.

**BENEFITS: AT YOUR TABLE**

Exhibitors have a table plus additional benefits, depending upon level selected.

**EXHIBITING**

	Silver	Gold	Platinum
<b>Standard table</b> One 6-foot table and two chairs located in exhibitor spaces.	✓	✓	✓
<b>Premium table</b> Exchange a standard table for one 6-foot table and two chairs located at premium locations within the exhibitor spaces. Available on a first-come, first-serve basis.		✓	✓
<b>Access to electrical.</b> Access to one standard (120-volt) power source. Please contact venue for 240-volt and/or additional electrical needs.	✓	✓	✓
<b>Access to wi-fi.</b> All conference attendees and exhibitors will have access to basic meeting space wi-fi.	✓	✓	✓

✓ Included in package (see page 8)    + Available for upgrade



## Scheduled exhibitor networking.

Meet conference attendees during exclusive exhibitor times and have the opportunity to tell them more about your organization's products and services.

- Cocktail Reception  
Monday, 5:30pm
- Affinity Groups  
Tuesday, 8:00am
- Dedicated Exhibitor Fair  
Monday, 12:00pm
- Dedicated Exhibitor Fair  
Tuesday 9:30am

Your two on-site staff table representatives will receive lunch on both days of the event as well as one drink ticket each, redeemable at the evening cocktail reception on Monday, December 2. You also have the option of registering additional staff to attend conference programming.

### BENEFITS: FOR YOUR TABLE REPS

### EXHIBITING

Silver

Gold

Platinum

#### Two table rep registrations

- Each table rep receives:
- lunch (both days)
  - one drink ticket to Monday, December 2 cocktail reception
  - access to foyer and exhibitor hall



Note: Table rep registrations do not include admission to conference sessions and programming.

#### Attendee registrations

Attendee registrations allow your staff to attend conference sessions and programming. General exhibitor registration does not allow exhibitors to attend any sessions except their own.



Rates available from \$395 per person.  
For more information, visit  
[chartercenter.org/conference](http://chartercenter.org/conference).



Included in package (see page 8)



Available for upgrade



## Bypass the presentation proposal process and present an entire **breakout session**.

Each year we receive more presentation proposals than we can accommodate. Platinum-level exhibitors can bypass the proposal submission process and secure a place in the conference agenda.

This event offers a number of valuable benefits to maximize your experience during the conference.

BENEFITS: DURING THE CONFERENCE	EXHIBITING		
	Silver	Gold	Platinum
<b>"Thank you" acknowledgement</b> during plenary session			✓
<b>Listing in conference app with logo</b> Include your company information and logo in our conference mobile app.	✓	✓	✓
<b>Present an entire breakout session</b> A great opportunity for your company to demonstrate its subject matter expertise.			✓

✓ Included in package (see page 8)
 + Available for upgrade

# benefits | Advertising Opportunities



Conference Advertising Opportunities include items that attendees will touch or see while at the conference. These are great opportunities to increase attendee awareness of your company's brand and offerings.

BENEFITS: ADVERTISING OPPORTUNITIES	EXHIBITING			ADVERTISING
	Silver	Gold	Platinum	A la carte
<b>Tote bag inserts</b> Insert a small brochure into the tote bags attendees receive at check-in.	+	+	✓	+
	\$1,000	\$1,000		\$1,000
<b>Event App Listing</b> Include your company information and logo in our conference mobile app.	✓	✓	✓	+
				\$1,000
<b>Event App Banner Ad</b> Have your company banner ad on rotation in our event app. <i>Limit 7.</i>	+	+	✓	+
	\$1,500	\$1,500		\$2,500
<b>Ballroom Slide Deck Advertising</b> Include your company's information on a promotional slide in the master slide deck that will run continuously during lunch and between presentations in the main plenary ballroom.	+	+	✓	+
	\$1,500	\$1,500		\$2,500

✓ Included in package (see page 8)
 + Available for upgrade

(continued on next page)



## What is the “Exhibitor Bingo” game card and raffle?

To draw attendees to your table, we facilitate a game in which attendees receive points for visiting exhibitors’ tables, receiving incentives and gaining eligibility for a number of CSDC and exhibitor-provided raffle prizes.

## Our company wants to furnish a raffle prize. How do we advertise it?

We encourage you to highlight your raffle item on the Exhibitor Bingo game card so that attendees will give higher priority to visiting your company’s table. This feature is included in Gold- and Platinum- level exhibitor packages. A raffle provides an additional incentive to visit with your organization and has proven to be a reliable strategy for getting attendees to exhibitor tables.

continued from page 13

### BENEFITS : ADVERTISING OPPORTUNITIES

	EXHIBITING			ADVERTISING
	Silver	Gold	Platinum	A la carte
<b>Conference paper program:</b>				
<ul style="list-style-type: none"> <li>Listing and brief description (Include a brief description and contact information for your company in our conference paper program.)</li> </ul>	+	+	✓	+
	\$1,000	\$1,000		\$1,000
<ul style="list-style-type: none"> <li>Logo printed on cover</li> </ul>		✓ back	✓ front	
<ul style="list-style-type: none"> <li>Half-page, full-color advertisement</li> </ul>	+	✓		+
	\$1,000			\$1,000
<ul style="list-style-type: none"> <li>Full-page, full-color advertisement</li> </ul>	+	+	✓	+
	\$1,800	upgrade \$1,000		\$1,800
<b>“Exhibitor Bingo” game card</b>	✓	✓	✓	+
<ul style="list-style-type: none"> <li>Inclusion in the game card</li> </ul>				\$1,000
<ul style="list-style-type: none"> <li>Highlight your company-provided raffle prize on the game card and in our app</li> </ul>	+	✓	✓	
	\$250			

✓ Included in package (see page 8)    + Available for upgrade



Stay connected with conference attendees after the event has concluded.

## BENEFITS: POST-EVENT MARKETING

## EXHIBITING

Silver

Gold

Platinum

**Post-event data file** including attendee data with:

- School names and mailing addresses
- Attendees' first and last names
- Email addresses



Included in package (see page 8)



Available for upgrade

# Sponsorship Opportunities

Apart from the exhibitor and advertiser benefits outlined, we offer several other ways to engage conference attendees. Your company does not need to be an exhibitor or advertiser to take advantage of these sponsorship opportunities.

**Sponsorship opportunities start at \$2,500.** Please contact CSDC for details.

**BECOME  
A SPONSOR.**  
Contact CSDC at  
[events@chartercenter.org](mailto:events@chartercenter.org)  
or (916) 538-6612.



## COCKTAIL RECEPTION SPONSOR — \$5,000

(LIMIT 3); \$12,000 FOR EXCLUSIVE SPONSORSHIP

Obtain one of only three exclusive 6' Exhibitor Tables at our Cocktail Reception.

Your company will have its logo placed on attendees' drink tickets for the cocktail reception at the close of Day 1 of the conference. **New this Year:** These sponsors will also enjoy exclusive table placement dedicated only to Cocktail Reception Sponsors during the cocktail reception (limit 3).



## KEYNOTE SPONSOR \$5,000

(LIMIT 2); \$8,000 FOR EXCLUSIVE SPONSORSHIP

Associate your company with industry thought-leaders.

Our keynote address kick-starts the conference and brings the largest plenary group to our main ballroom space. This exclusive opportunity will allow your company to be showcased during the conference's peak attendance time. Receive acknowledgment during the keynote intro and in the master slide deck preceding the keynote.



## COFFEE & TEA SPONSOR \$4,500

(LIMIT 2); \$7,500 FOR EXCLUSIVE SPONSORSHIP

Be the inspiration for our attendees' afternoon energy rush.

Attendees will be forever grateful for the much-desired coffee break that your sponsorship affords. Your company's logo will be printed on disposable warm beverage cup sleeves that attendees will carry throughout on both days of the conference.



## TOTE BAG SPONSOR \$2,500

(LIMIT 5); \$10,000 FOR EXCLUSIVE SPONSORSHIP\*

Help attendees stay organized with tote bags including your logo.

Attendees love a good tote bag. Have your logo printed on to the conference tote bags so that attendees know who to thank.



## WATER BOTTLE SPONSOR — \$3,500

(LIMIT 2); \$5,000 FOR EXCLUSIVE SPONSORSHIP

Quench our attendees' thirst with a water bottle sponsorship.

Help our attendees stay hydrated and healthy! The Water Bottle Sponsor will have their logo represented on water bottles that attendees may refill throughout the day alongside CSDC's and the 2019 Leadership Update Conference logo.

**THANK YOU.** CSDC would like to extend its deep gratitude to the many charter school service providers who have supported our conference and the charter school movement. Thank you to all of our conference Exhibitors, Advertisers, and Sponsors for your ongoing support and commitment.

\*Exclusive sponsorship will be shared with CSDC and 2019 Leadership Update Conference logos.